

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:2637
ANSWERED ON:17.03.2006
ADVERTISEMENT EXPENDITURE OF SBI
Jagannath Dr. M.

Will the Minister of FINANCE be pleased to state:

- (a) whether the State Bank of India has been spending several crores of rupees for the advertisement of its products through sponsoring or co-sponsoring various sports and cultural activities;
- (b) if so, the amount spent in various States during the last two years for sponsoring and co-sponsoring cultural activities, State-wise; and
- (c) the details of agencies related to sponsoring and co-sponsoring of above activities ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI PAWAN KUMAR BANSAL)

(a):- State Bank of India (SBI) sponsors/co-sponsors sports and cultural activities to enhance its brand image.

(b) & (c):- SBI has been sponsoring such events in various States. Rs.53 lakhs and Rs. 59 lakhs were spent by SBI for cultural activities during the financial years 2003 - 2004 and 2004 - 2005 respectively. The major events(Rs. 5 lakhs and above) sponsored during these two years are given below :-

Financial Year	State	Agencies related to major events sponsored (Rs. in lacs)	Amount Sponsored
----------------	-------	---	------------------

2003-2004	Maharashtra	Shankara Netralaya	10.00
		IIT Powai	6.00
		Banyan Tree	7.50

Punjab	Patiala Heritage Society	10.00
--------	--------------------------	-------

2004-2005	Maharashtra	IIT Powai	12.50
		Banyan Tree	7.50

Tamil Nadu	The Hindu Group	8.00
------------	-----------------	------

Punjab	Patiala Heritage Society	10.00
--------	--------------------------	-------